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***Dr-Link Natural Language Search***

User: lytton

Date: Tue Sep 15 16:02:50 EDT 1998

Most Relevant Section from Regular Search

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**Project ID:** lytton

**Search Request:**

I would like information about reverse auctions or reverse advertisements in which a buyer indicates the price that he is willing to pay for an items and the terms under which he is willing to purchase the items.

**Rank:** 39

**Title:** FCC Automated Auction Software (on CD-ROM) (Data file)

**Author(s):** Federal Communications Commission, Washington, DC

**Date:** 02/01/98

**Database:** NTIS (1995-Present)      **Document Number:** 405793

**Source:** NTIS

**Pages:** 1

**Most Relevant Section:**

The use of auctions has gained considerable popularity in the past decade. No longer a last resort to dispose of foreclosed properties, today auctions are used for the most valuable of assets. Art, stocks, bonds, securities, collectibles, prime real estate and government licenses are examples of valuable assets routinely sold at auction. Sellers of these assets must carefully consider the auction methodology that will result in the greatest possible efficiency. The auction methodology has a significant effect on auction results. For auctioning spectrum licenses, the Federal Communications Commission implemented a unique type of auction, simultaneous multiple round auctions. This format took economic game theory from the laboratory to the marketplace. Since 1994 these auctions have raised billions of dollars for the U.S. Treasury and are spurring investment in the economy and creating hundreds of thousands of new jobs across the United States. The Federal Communications Commission (FCC) Automated Auction System was originally designed and developed to facilitate simultaneous multiple round auctions of spectrum licenses. The Automated Auction System can be used for a variety of other assets in addition to spectrum licenses, and is particularly suited to items that may be worth more in combinations than individually. In addition to simultaneous multiple round auctions, the software can support single round sealed bids, oral outcry auctions, and discrete multiple round auctions of single or multiple items.

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**Rank:** 40

**Title:** Study: Web buyers come with intention of making purchase. (Viaweb) (Company Business and Marketing)

**Author(s):** unknown

**Date:** 04/08/97

**Database:** IAC Computer Collection (1997)      **Document Number:** 31230

**Source:** Electronic Advertising & Marketplace Report Vol: v11

**Pages:** 2

**Most Relevant Section:**

Cambridge, MA-based Viaweb, a supplier of online store software, has released the results of an internal survey that suggests consumers who make purchases over the Web have a clear idea of the goods they want when they first log on. This suggests Web retailers need to advertise their goods rather than hope for random impulse buys. The study randomly selected keywords used by 200 shoppers who placed orders with merchants who subscribe to Viaweb software (EAMR, Feb. 20). Of the 200 keywords used, 70.5% indicated the consumer came to the site with the intention of buying. For 92 customers, the search word was the item they bought. The name of the store was the keyword for 47 customers, while two customers used the generic term "gifts." Impulse buys were characterized by 32 shoppers who searched for a related topic; 19 conducted a random impulse buy with keywords playing no part; and eight who were searching for the name of another product. The majority of merchants using the Viaweb platform are targeting consumers, rather than the business-to-business audience that has dominated the Web. Viaweb has sold its software to 121 merchants, with Frederick's of Hollywood being the most popular. Viaweb merchants process more than 2.3 million page views per month. They Will Buy, But . . . Going to a Web site, or even searching for a particular product seems to be a calculated act; few Web users are diverted enough from their present activity to go through the process of sending their credit card online. The Viaweb study suggests that retailers need to carefully consider how they advertise in order to draw traffic to their site. Search engine keywords appear to be one of the more successful means of attracting new buyers. Despite growing interest in electronic commerce, most consumers don't yet know what is available online, and they will fall back on the search engines to help them make their choices. Viaweb Hopes For License Revenue Viaweb has offered a service called LiveStore since early 1996, which enables merchants to create online stores for far less than many comparable online solutions are charging. LiveStore merchants pay \$300 per month for stores, and pay no commission on sales. The low price has resulted in equally low revenue for Viaweb. "Last year, our revenue was pretty paltry. It's safe to say it was under \$100,000," admitted president Paul Graham. Average order size for LiveStore is \$40, a figure that has remained constant for the past year, according to Graham. Viaweb is not counting on selling its software directly to merchants to make money. Instead, the company hopes to land licensing deals with larger industry players who would be willing to pay top dollar for such a service. Viaweb is currently in negotiation with 10 companies to license LiveStore, including telcos and software developers. "We look at our customers as guinea pigs rather than revenue generators," Graham said. Viaweb soon may reap the rewards of sticking with an unprofitable but promising online service. If LiveStore can land some top industry players, Viaweb will be following in the footsteps of other Web-based services that were recently acquired for a handsome sum by more traditional media companies, including SportsLine USA going to CBS, and Web measurement service Interse being acquired by Microsoft.

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**Rank:** 43**Title:** Bottom-fishing and declining prices in sequential auctions**Author(s):** Gale, I.L. ; Hausch, D.B.**Date:** 11/01/94**Database:** IEE/INSPEC (1960-Present) **Document Number:** 265885**Source:** Games and Economic Behavior Vol: 7 Issue: 3 Page: 318-31**Pages:** 1**Most Relevant Section:**

(The most relevant section of this document is the abstract.)

Studies standard sequential auctions, in which the seller chooses the order of

sale, and right-to-choose auctions, in which the winner chooses her preferred item from the remaining items. Empirically, prices in sequential auctions tend to decline, and sellers often hold right-to-choose auctions. In our setting, the right-to-choose format guarantees declining prices and efficiency. In the standard auction, a buyer may submit a low bid for the first item ("bottom-fishing") despite its being her less-preferred item. An example shows that the standard auction has declining prices, is inefficient, and gives lower expected revenue than the right-to-choose.

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**Rank:** 44

**Title:** But can you get it wholesale? A survey of Internet auction sites finds that some aren't such a deal.

**Author(s):** Henry, Ed

**Date:** 07/01/98

**Database:** IAC Consolidated Business Collection      **Document Number:** 174330

**Source:** Kiplinger's Personal Finance Magazine Vol: v52 Issue: n7

**Pages:** 4

**Most Relevant Section:**

It takes two to strike a deal, so what does it cost to put something up for sale on these sites? A basic listing on Haggle costs nothing, and Auction Universe charges only 25 cents. But eBay, as befits a category leader, wants 1.25% to 5% of the selling price if the item is sold. Onsale's venue for person-to-person auctions, like eBay's but smaller, costs from 1% to 4%. Online Auction Warehouse and Z Auction limit their space to manufacturers or resellers.

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| Set | Items  | Description  |
|-----|--------|--|
| S1  | 4      | (VARIABLE? OR CONDITION? OR BUYER? OR CUSTOMER? ? OR CONSUMER? ? OR USER? ?)(3N)(PURCHASE(2N)OFFER?)   |
| S2  | 5      | (REVERSE OR DUTCH)(3W)(AUCTION? OR BIDS OR BIDS OR BIDDING OR (TRADING OR MATCHING)(2W)SYSTEM? ?) OR BUYER?(1W)AUCTION?                            |
| S3  | 9      | S1 OR S2   |
| S4  | 811369 | CONDITION? ? OR STIPULAT? OR PROVISION? ? OR PROVISIO? ? OR TERM? ?  |
| S5  | 2267   | (SET? ? OR SETTING OR ESTABLISH? OR DETERMIN? OR SUBMIT? OR INDICAT? )(7N)(PRICE? OR DOLLAR(3N)AMOUNT? OR OFFER? ? OR (WILLING OR WANT? ?)(2W)PAY) |
| S6  | 813439 | S4 OR S5   |
| S7  | 197328 | CUSTOMER? OR CONSUMER? OR BUYER? OR USER? ?  |
| S8  | 469918 | RULE? ? OR RESTRICT? OR LIMIT? OR QUALIFICATION?   |
| S9  | 197379 | S7 OR BIDDER? ?  |
| S10 | 1418   | AUCTION? OR BIDDING OR BIDS OR BID OR (TRADING OR MATCHING-)(2W)SYSTEM? ?  |
| S11 | 16     | S10 AND S9(10N)S6  |
| S12 | 15     | S11 NOT S3   |
| S13 | 8      | S10 AND S9(7N)S5   |
| S14 | 0      | S13 NOT (S12 OR S3)  |
| S15 | 1002   | SELLER? ? OR TRADER? ? OR DEALER? ?  |
| S16 | 5      | S15(5N)(BID OR BIDDING OR BIDS OR (MAKE? OR MAKING OR MADE-)(3N)OFFER? ?)  |
| S17 | 4      | S16 NOT (S3 OR S12)  |
| S18 | 2      | AU=(JORASCH J? AND CASE T?)  |
| S19 | 2      | S18 NOT (S2 OR S12 OR S17)   |
| S20 | 1      | S18 NOT S3   |
| S21 | 1      | AU=(VAN LUCHENE A? OR VANLUCHENE A?) AND AU=(TEDESCO D? OR SPARICO T? OR JORASCH J? OR CASE T?)  |
| S22 | 0      | S21 NOT (S3 OR S12 OR S17 OR S19)  |
| S23 | 17     | AU=(VANLUCHENE? OR VAN LUCHENE A? OR TEDESCO D? OR SPARICO T? OR JORASCH J? OR CASE TS? OR CASE T S?)  |
| S24 | 15     | S23 NOT (S3 OR S12 OR S17 OR S19 OR S21)   |

| Set | Items  | Description  |
|-----|--------|--|
| S1  | 1      | (VARIABLE? OR CONDITION? OR BUYER? OR CUSTOMER? ? OR CONSUMER? ? OR USER? ?) (3N) (PURCHASE(2N)OFFER?)   |
| S2  | 6      | (REVERSE OR DUTCH) (3W) (AUCTION? OR BIDS OR BIDS OR BIDDING OR (TRADING OR MATCHING) (2W)SYSTEM? ?) OR BUYER?(1W) (AUCTION? OR DRIVEN)  |
| S3  | 7      | S1 OR S2   |
| S4  | 309979 | CONDITION? ? OR STIPULAT? OR PROVISION? ? OR PROVISIO? ? OR TERM? ? OR REQUIREMENT?  |
| S5  | 1286   | (SET? ? OR SETTING OR ESTABLISH? OR DETERMIN? OR SUBMIT? OR INDICAT? ) (7N) (PRICE? OR DOLLAR(3N)AMOUNT? OR OFFER? ? OR (WILLING OR WANT? OR WISH? OR DESIRE?) (2W) (PAY OR SPEND?)) |
| S6  | 310249 | S4 OR S5   |
| S7  | 71549  | CUSTOMER? OR CONSUMER? OR BUYER? OR USER? ? OR BIDDER? ? OR SUBSCRIBER? ?  |
| S8  | 356704 | RULE? ? OR RESTRICT? OR LIMIT? OR QUALIFICATION?   |
| S9  | 6      | S3 FROM 348  |
| S10 | 3      | S9 NOT (NEEDLE OR TROLLEY OR SOLAR)  |
| S11 | 760    | AUCTION? OR BIDDING OR BID OR BIDS OR (TRADING OR MATCHING-) (2W)SYSTEM? ?   |
| S12 | 9      | S11(S) (S7(10N) (S4 OR S5))  |
| S13 | 8      | S12 NOT S9   |
| S14 | 1003   | SELLER? ? OR DEALER? ? OR TRADER? ? OR BROKER? ?   |
| S15 | 8      | S14(5N) (BID OR BIDDING OR BIDS OR (MAKE? OR MAKING OR MADE OR EXTEND?) (3N)OFFER? ? OR VIE OR VIES OR VIED OR VYING)  |
| S16 | 8      | S15 NOT (S13 OR S10)   |
| S17 | 2      | AU=(JORASCH JAMES? OR CASE TS? OR CASE T S? OR VANLUCHENE - ANDREW? OR VAN LUCHENE ANDREW? OR TEDESCO D? OR SPARICO T?)  |
| S18 | 2      | S17 NOT (S10 OR S13 OR S16)  |

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| Set | Items   | Description  |
|-----|---------|--|
| S1  | 14      | (VARIABLE? OR CONDITION? OR BUYER? OR CUSTOMER? ? OR CONSUMER? ? OR USER? ?) (3N) (PURCHASE(2N)OFFER?)   |
| S2  | 237     | (REVERSE OR DUTCH) (3W) (AUCTION? OR BIDS OR BIDS OR BIDDING OR (TRADING OR MATCHING) (2W)SYSTEM? ?) OR BUYER?(1W) (AUCTION? OR DRIVEN)  |
| S3  | 251     | S1 OR S2   |
| S4  | 5187339 | CONDITION? ? OR STIPULAT? OR PROVISION? ? OR PROVISIO? ? OR TERM? ? OR REQUIREMENT?  |
| S5  | 26009   | (SET? ? OR SETTING OR ESTABLISH? OR DETERMIN? OR SUBMIT? OR INDICAT? ) (7N) (PRICE? OR DOLLAR(3N)AMOUNT? OR OFFER? ? OR (WILLING OR WANT? OR WISH? OR DESIRE?) (2W) (PAY OR SPEND?)) |
| S6  | 5207521 | S4 OR S5   |
| S7  | 861796  | CUSTOMER? OR CONSUMER? OR BUYER? OR USER? ? OR BIDDER? ? OR SUBSCRIBER? ?  |
| S8  | 2677363 | RULE? ? OR RESTRICT? OR LIMIT? OR QUALIFICATION?   |
| S9  | 2       | S3 AND S7(10N)S6   |
| S10 | 1       | RD (unique items)  |
| S11 | 220     | DUTCH()AUCTION? OR REVERSE(1W) (AUCTION? OR BIDS OR BID OR BIDDING OR (TRADING OR MATCHING) (1W)SYSTEM?) OR BUYER?(1W) (AUCTION? OR DRIVEN)  |
| S12 | 234     | S11 OR S1  |
| S13 | 221     | RD (unique items)  |
| S14 | 39      | S13 AND (S6 OR S8)   |
| S15 | 38      | S14 NOT S10  |
| S16 | 12      | S12 AND (ELECTRONIC? OR COMPUTER? OR AUTOMATE? OR DIGITAL? OR INTERNET OR WEB OR ONLINE OR ON()LINE)   |
| S17 | 8       | S16 NOT S15  |
| S18 | 7       | RD (unique items)  |
| S19 | 74081   | AUCTION? OR BID OR BIDS OR BIDDING OR (TRADING OR MATCHING-)(1W)SYSTEM? OR TENDER? ?   |
| S20 | 26      | S19 AND S7(10N)S5 AND (S4 OR S8)   |
| S21 | 0       | PURCHASE()OFFER? ? AND S7(10N)S5 AND (S4 OR S8)  |
| S22 | 23      | RD S20 (unique items)  |
| S23 | 23      | S22 NOT (S10 OR S15 OR S18)  |

S24 8 REVERSE()AU ON?  
 S25 6 S24 NOT (S10 OR S15 OR S18 OR S23)  
 S26 62 AU=(JORASCH, J? OR JORASCH J? OR CASE, TS? OR CASE, T S? OR  
 CASE TS? OR CASE T S? OR VANLUCHENE, A? OR VANLUCHENE A? OR -  
 VAN LUCHENE, A? OR VAN LUCHENE A? OR TEDESCO, D? OR TEDESCO D?  
 OR SPARICO, T? OR SPARICO T?)  
 S27 62 S26 NOT (S10 OR S15 OR S18 OR S23 OR S25)  
 S28 40 RD (unique items)  
 S29 0 S28 AND (S3 OR S7(7N)S6 OR S19 OR COMMERCE OR PURCHASE()OF-  
 FER? ?)  
 S30 21 S28 NOT (VOLCANO? OR VULCANO?)  
 S31 8 S30 NOT (ITALY OR DISEASE? OR VOLCANIC?)

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|-----|---------|--|
| S1  | 1423    | (VARIABLE? OR CONDITION? OR BUYER? OR CUSTOMER? ? OR CONSUMER? ? OR USER? ?) (3N) (PURCHASE(2N)OFFER?)   |
| S2  | 5302    | (REVERSE OR DUTCH) (3W) (AUCTION? OR BIDS OR BIDS OR BIDDING OR (TRADING OR MATCHING) (2W)SYSTEM? ?) OR BUYER?(1W) (AUCTION? OR DRIVEN)  |
| S3  | 6706    | S1 OR S2   |
| S4  | 6693830 | CONDITION? ? OR STIPULAT? OR PROVISION? ? OR PROVISIO? ? OR TERM? ? OR REQUIREMENT?  |
| S5  | 397768  | (SET? ? OR SETTING OR ESTABLISH? OR DETERMIN? OR SUBMIT? OR INDICAT? ) (7N) (PRICE? OR DOLLAR(3N)AMOUNT? OR OFFER? ? OR (WILLING OR WANT? OR WISH? OR DESIRE?) (2W) (PAY OR SPEND?)) |
| S6  | 6916449 | S4 OR S5   |
| S7  | 4536061 | RULE? ? OR RESTRICT? OR LIMIT? OR QUALIFICATION?   |
| S8  | 16      | REVERSE()BID   |
| S9  | 6716    | S3 OR S8   |
| S10 | 274     | (S9 OR (PURCHAS? OR BUY? OR BOUGHT) (3N) (TICKET? ? OR SEAT? ?)) (S) (CUSTOMER? OR CONSUMER? OR USER? ? OR BUYER? OR BIDDER?-) (5N)S6  |
| S11 | 75      | S10(S) (ONLINE OR ON()LINE OR COMPUTER? OR AUTOMATE? OR DIGITAL? OR WEB OR INTERNET OR INTER()NET OR ELECTRONIC? OR E()COMMERCE OR ECOMMERCE)  |
| S12 | 62      | RD (unique items)  |
| S13 | 163     | REVERSE() (AUCTION? OR ADVERTISMENT? OR AD OR ADS OR ADVERT? ?)  |
| S14 | 156     | S13 NOT S11  |
| S15 | 41      | S14(S) (INTERNET OR WEB OR NET OR ONLINE OR ON()LINE OR COM-   |



PUTER? OR AUTO? OR DIGITAL? OR ELECTRONIC? ECOMMERCE OR  
E()COMMERCE OR INTER()NET )

S16

30 RD (unique items)

S17

413 EBAY()COM OR CO=EBAY.COM? OR INTERNET()LIQUIDATORS OR CO=I-  
NTERNET LIQUIDATORS?

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|-----|-------|--|
| S1  | 0     | (VARIABLE? OR CONDITION? OR BUYER? OR CUSTOMER? ? OR CONSUMER? ? OR USER? ?) (3N) (PURCHASE(2N)OFFER?)   |
| S2  | 1     | (REVERSE OR DUTCH) (3W) (AUCTION? OR BIDS OR BIDS OR BIDDING OR (TRADING OR MATCHING) (2W)SYSTEM? ?) OR BUYER?(1W) (AUCTION? OR DRIVEN)  |
| S3  | 1     | S1 OR S2   |
| S4  | 9423  | CONDITION? ? OR STIPULAT? OR PROVISION? ? OR PROVISIO? ? OR TERM? ? OR REQUIREMENT?  |
| S5  | 943   | (SET? ? OR SETTING OR ESTABLISH? OR DETERMIN? OR SUBMIT? OR INDICAT? ) (7N) (PRICE? OR DOLLAR(3N)AMOUNT? OR OFFER? ? OR (WILLING OR WANT? OR WISH? OR DESIRE?) (2W) (PAY OR SPEND?)) |
| S6  | 10305 | S4 OR S5   |
| S7  | 11033 | RULE? ? OR RESTRICT? OR LIMIT? OR QUALIFICATION?   |
| S8  | 0     | REVERSE()BID   |
| S9  | 1     | S3 OR S8   |
| S10 | 1     | (S9 OR (PURCHAS? OR BUY? OR BOUGHT) (3N) (TICKET? ? OR SEAT? ?)) (S) (CUSTOMER? OR CONSUMER? OR USER? ? OR BUYER? OR BIDDER?-) (5N)S6  |
| S11 | 0     | REVERSE(1W) (AUCTION? OR ADVERT?)  |
| S12 | 1     | S3 NOT S10   |
| ?   |       |  |